

**INFORMATION DISCLOSURE STATEMENT**

Applicant : Brent McKay
App. No : 10/004,281
Filed : October 31, 2001
For : INTERACTIVE MEDIA
MANAGEMENT SYSTEM AND
METHOD FOR NETWORK
APPLICATIONS
Examiner : Daniel Lastra
Art Unit : 3622

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

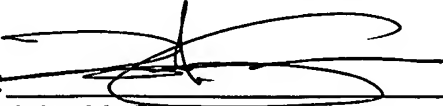
Enclosed for filing in the above-identified application is a PTO/SB/08 Equivalent listing 8 references to be considered by the Examiner. Also enclosed are 7 non-patent literature as listed on the Information Disclosure Statement.

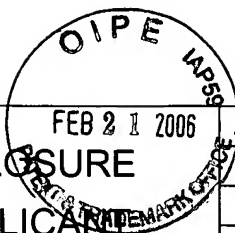
The Commissioner is hereby authorized to charge any additional fees which may be required or to credit any overpayment to Account No. 11-1410.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: February 21, 2006

By: 
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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

Application No.	10/004,281
Filing Date	October 31, 2001
First Named Inventor	Brent McKay
Art Unit	3622
Examiner	Daniel Lastra
Attorney Docket No.	EMINE.002A

(Multiple sheets used when necessary)

SHEET 1 OF 1

U.S. PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number Number - Kind Code (if known) Example: 1,234,567 B1	Publication Date MM-DD-YYYY	Name of Patentee or Applicant	Pages, Columns, Lines Where Relevant Passages or Relevant Figures Appear
	1	6,604,138	08/2003	Virine et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials	Cite No.	Foreign Patent Document Country Code-Number-Kind Code Example: JP 1234567 A1	Publication Date MM-DD-YYYY	Name of Patentee or Applicant	Pages, Columns, Lines Where Relevant Passages or Relevant Figures Appear	T ¹

NON PATENT LITERATURE DOCUMENTS

Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ¹
	2	"What Should We Call Our New Media Networks?, Some Executives Think We Need a Brand, But Others Believe the Market Will Provide", Narrowcasting News From Bill Collins, November 5, 2003, Vol. 1, Issue 5, pp. 1-3, November 5, 2003.	
	3	"WayFinder42 Commercial Digital Signage, Advanced Technology For Demanding Applications", Interactive Media Network.	
	4	GISmonitor, "Ultimate Map/GIS Directory," http://www.gismonitor.com/news/newsletter/archive/031501.php , 7 pages, downloaded and printed from the World Wide Web on or about January 14, 2006.	
	5	"Interactive Directory", Plasma Display and Information System.	
	6	Google search, "Publisher of USA Today Newspaper, Acquires Captivate Elevator Network," http://66.102.7.104/search?q=cache:-6UGSX07pkJ:www.aka.tv/issueone/iss1artn.asp++%22Elevator+News+Network%22&... , 3 pages, downloaded and printed from the World Wide Web on or about January 21, 2006.	
	7	"Elevator News Network is coming to New York. (Brief Article)", HighBeam Research.	
	8	Google Search, "Outdoor Broadcast Network Plans to Open 18-Story Media Tower at Toronto's Eaton Centre in November 2004", http://66.102.7.104/search?q=cache:dfJukTbIDgoJ:www.aka.tv/issuetwo/iss2art13.asp++%22Elevator+News+Network%22&hl... , 6 pages, downloaded and printed from the World Wide Web on or about January 21, 2006.	

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Examiner Signature

Date Considered

***Examiner:** Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

T¹ - Place a check mark in this area when an English language Translation is attached.